The Whole Earth Learning Disc

Phase II:

Theme:

Communications and Learning Skills and Resources for School, Work, and Home.

Goal: (Remains unchanged from Kevin's original proposal.)

"... Re-learning how to learn— it teaches the meta-skill of how to acquire new skills. Emphasis is on...

- Acquiring practical knowledge...
- Becoming excited about new areas...
- Developing proficiency with language and tools of the real-world...
- Mastering the method of learning..."

presenting skills

Content: (essentially unchanged - note: Apple and Whole Earth must **completely agree in advance** so that the collaboration may effectively focus on the quality and techniques of the HyperCard delivery environment instead of editorial matters which are Whole Earth's sole responsibility after the initial agreement.)

Reviews of books catalogs products and software.

e.g.

- How do you find the definitive references and tools for each Academic field?
- How do you find an expert on a subject?
- How do you make a good diagram?
- How do you use a library?
- How do you do research on an on-line database?
- Communications skills development - writing, reading , speaking
- New communications technologies - cellular computing, video camcorders, international broadcasts, teleconferencing. . .
- *An autodial shopping terminal**

Phase II BusinessPlan:

A prototype demo disc by 2/1/88 funded jointly by Apple and Whole Earth's publisher — Brøderbund?

Breakout:

Apple	
Higher Ed	$33,333
Business Development	$33,333
Consumer Marketing*	$33,333
Subtotal	$100,000
Brøderbund/Whole Earth	$50-$100,000
Total	$150-200,000